



**FINAL**

## **Vodafone Portugal Selects Ortiva Wireless to Improve Mobile Video Quality, Coverage and Efficiency**

*Milestone Carrier Deployment Expands Ortiva's Reach into European Market*

**LA JOLLA, CA, January 20, 2009** — Ortiva Wireless, a pioneer in dynamic delivery of rich mobile content, today announced plans for a commercial deployment of its mobile Video Optimization Gateway (mVOG™) with Vodafone Portugal, the company's first European customer. Ortiva's mobile video delivery solution allows Vodafone Portugal to dramatically increase the efficiency and quality of mobile video across its network, ensuring a superior viewing experience for its growing Vodafone live! customer base. Ortiva's technology will be used to enhance all live TV channels starting first quarter of calendar 2009.

"To build strong subscribership in mobile video, we must deliver amazing video quality from the start," said Jorge Bento, IN and Service Development Director at Vodafone Portugal. "Anything less falls short of our commitment to providing the high-quality, mobile video services our subscribers demand. Ortiva met this requirement in testing, even during noisy network conditions. mVOG will be an essential component to our ability to improve subscriber interest in mobile video services."

Ortiva's patented streaming technology is purpose-built for carriers that want to deliver crisp and clear mobile video to the maximum number of subscribers. Specifically, Ortiva's mVOG enhances the mobile video viewing experience by adapting streaming video content in real time, based on the individual subscriber's changing network conditions. By dynamically shaping content to each subscriber, carriers like Vodafone Portugal are able to maximize network efficiency, improve subscriber density, and expand overall mobile video coverage. A core benefit of this approach is that operators can ensure their subscribers enjoy the smoothest and clearest mobile video possible - a key factor for driving subscriber uptake and increasing revenue.

"Ortiva is thrilled to mark its expansion into the European market with a tier one operator," said Marc Zions, Ortiva CEO. "As demonstrated during the trial, mVOG works seamlessly with an operator's existing network resources to extend video to a greater number of users while simultaneously enhancing the subscriber's quality of experience. We look forward to duplicating Vodafone Portugal's precedent-setting approach to delivering mobile video with other operators across the globe."

Operators worldwide are selecting mVOG to quickly begin accelerating mobile video revenue using existing networks. Ortiva's distinct approach to delivering mobile video enables operators to secure strong subscribership today, without depending on major network upgrades.

### **About Vodafone Portugal**

Vodafone Portugal is part of the Vodafone Group, the world's leading international mobile communications group. Vodafone Portugal focuses on delivering total communications solutions to its more than 5 million customers and has a leadership position in terms of innovation, brand image and customer satisfaction in Portugal. Visit Vodafone Portugal's website at [www.vodafone.pt](http://www.vodafone.pt).

**About Ortiva Wireless**

Ortiva Wireless offers the industry's most advanced commercial solution for proactive management of mobile video, allowing service providers to dramatically improve control, quality, and efficiency of rich media content delivery. Ortiva's mobile Video Optimization Gateway (mVOG) extends service reach, increases network efficiency, and improves video coverage density for mobile operators, while dynamically shaping the content to give subscribers the smoothest video and clearest audio experience possible – all regardless of fluctuating and hostile wireless network conditions. To learn more about how Ortiva is accelerating mobile video delivery, visit [www.ortivawireless.com](http://www.ortivawireless.com). Ortiva Wireless – Amazing Video Wherever You Go™

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